



SANTA FE TRAILS

OUTDOOR ADVERTISING



SANTA FE TRAILS

in Santa Fe Now Available on Santa Fe Trails



King Kong Size Driver Side 139" x 103" (97 sq ft) \$650 per mo.



King Kong Load Side 139" x 103" (97 sq ft) - \$550 per mo.



Full Side (with windows) - 35 ft x 98" (285 sq ft)
\$1100 per mo.

Half Side - (without windows) 32 ft x 56" (160 sq ft)
\$850 per mo.

Full Wrap (all sides, with windows) - 630 sq ft
\$2500 per mo.; \$2200 per mo. for 12+ mo.



Full Back Wrap
108" x 94" (71 sq ft)
\$550 per mo.; for 4 - 11 mo.
\$490 per mo. for 12+ mo.



Interior Sign 11" x 28" - \$8 each per mo.

Load Side Decal
20" x 72"
\$165 per mo.

TransMark Bus
22" x 144"
\$185 per mo



BUS WRAP ADVERTISING
is a head-turning, eye-popping medium
with daily street level visibility!

Benches and Bus Shelters

Make your advertising count!
Be seen in key, high-traffic areas!



Bench Advertising -
22" x 82" - \$80-140 per mo. *
21" x 72" - also available



Bus Shelter Advertising -
34" x 95" - \$ 85 - \$160 per mo./*

Locator map available for review. Discounts
available for multiple locations and/or months
and for recognized advertising agencies.

Templeton
Marketing Services

CALL TODAY!
1-866-443-HERE

Fax: 505-899-2317
e-mail: DonT20@aol.com

Market Coverage Data

- Bus Service Area - 63,000+ population, plus commuters from outlying communities
- DEC 5000 to 8000 potential viewers per day per display. Full wrap up to 15,000 daily impressions.
- Area served: Citywide coverage, includes Plaza, Museums, Villa Linda and DeVargas Malls, shopping centers/plazas, all major streets and residential areas.
- 9 Bus Routes average 1-3 buses per route (Cerrillos up to 8 buses).
- Buses travel at an average 17 miles per hour.
- Hours of Operation: M - F 6am - 11pm; Sat 8am - 8pm; Sun 10am - 7pm at 45% of service

Discounts Available

Discounts for quantity and frequency of advertising.

Side Decals, Benches, Shelters:

10% for 10+ signs
5% for 3-6 mo.; 10% for 7-12 mo.

Full Wrap, King Kong, and Full Back:

10% for 2-4 wraps; 15% for 5+ wraps

All rates do not include printing, but do
include installation. Rates subject to change.